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June 04, 2014

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

**AUTHORIZATION TO EXECUTE TWO MASTER AGREEMENT WORK ORDERS FOR THE
PROVISION OF MEDIA SERVICES FOR THE NUTRITION EDUCATION OBESITY PREVENTION
PROGRAM AND THE EARLY CHILDHOOD OBESITY PREVENTION INITIATIVE
(ALL SUPERVISORIAL DISTRICTS) (3 VOTES)**

SUBJECT

Provide authorization to execute two Master Agreement Work Orders for the provision of media services for the Nutrition Education Obesity Prevention Program and the Early Childhood Obesity Prevention Initiative.

IT IS RECOMMENDED THAT THE BOARD:

1. Delegate authority to the Director of the Department of Public Health (DPH), or his designee, to execute a Master Agreement Work Order (MAWO) for the provision of media services in the category of mechanicals for DPH's Nutrition Education Obesity Prevention (NEOP) Program, effective upon date of execution and pursuant to your Board's approval through September 30, 2014, at a total maximum obligation estimated not to exceed \$2,000,000; 100 percent offset by a grant agreement from the California Department of Public Health (CDPH) funded by the United States Department of Agriculture (USDA), subject to review and approval by County Counsel, and notification to your Board and the Chief Executive Office (CEO).
2. Delegate authority to the Director of DPH, or his designee, to execute a MAWO for the provision of media services in the categories of designing and creating, mechanicals, social media, and outreach for DPH's Early Childhood Obesity Prevention Initiative (ECOPI), effective upon date of execution and pursuant to your Board's approval through June 30, 2015, at a maximum obligation not to exceed \$1,500,000, with an option to extend for an additional year through June 30, 2016, at a

maximum obligation not to exceed \$2,000,000, contingent upon the availability of funding and contractor performance, for a total contract maximum obligation of \$3,500,000; 100 percent offset by a grant award from the Los Angeles County Children and Families First – Proposition 10 Commission (First 5 LA) for Reducing Childhood Obesity in Los Angeles County, subject to review and approval by County Counsel, and notification to your Board and the CEO.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

Approval of Recommendation 1 will allow DPH to execute a MAWO for the NEOP Program to place a public education media campaign and develop a media buy plan to promote healthy eating, active living, and healthy and safe environments among Los Angeles County residents. The target populations for the campaign are potential or current CalFresh recipients living at or below 130 percent of the Federal Poverty Level (FPL), Spanish-dominant and English-speaking Latinos who are at or below 185 percent of the FPL, and African Americans who are at or below 185 percent of the FPL, as required by CDPH funding requirements for the NEOP Program. The media placement will be determined based upon census tract data for these target populations. The goal of the public education campaign is to educate and empower these targeted populations within Los Angeles County to select healthy foods and beverages, promote active living and increase physical activity for the purposes of increasing nutrition education and decreasing obesity within these populations.

Approval of Recommendation 2 will allow DPH to execute a MAWO for ECOPI to provide media services in the categories of designing and creating, mechanicals, social media, and outreach. Specifically, the selected media firm will: 1) design and create several public education campaigns focused on healthy eating and active living topics (such as sugar-sweetened beverages and the Choose Health LA Restaurants program) and to increase awareness of nutrition, physical activity and stress management resources to support women's postpartum health (through Choose Health LA Moms); 2) develop and secure media buys for the referenced campaigns; 3) provide content and management for social media platforms intended to reinforce paid media buys and to promote both Choose Health LA Kids and Choose Health LA Moms community-based resources; and 4) plan, execute, and manage community based outreach to support public education campaigns and to recruit postpartum women to utilize Choose Health LA Moms resources. The purpose of the Choose Health LA Kids intervention is to increase capacity of Los Angeles County communities to promote healthy eating and active living practices, targeted at children ages 0 to five and their parents or caregivers. Specifically, the media buys are intended to raise awareness of healthy eating and active living topics for the target population. The purpose of the Choose Health LA Moms intervention is to promote the provision of nutrition, physical activity, and stress management resources offered through individual and organizational channels to support women's postpartum health within Los Angeles County. The media buys for Choose Health LA Moms will encourage postpartum women to take advantage of nutrition, physical activity, and stress management resources to support women's overall postpartum health.

Implementation of Strategic Plan Goals

The recommended actions support Goal 1, Operational Effectiveness, and Goal 3, Integrated Services Delivery, of the County's Strategic Plan.

FISCAL IMPACT/FINANCING

The total maximum obligation for the NEOP Program MAWO is estimated not to exceed \$2,000,000 for the term effective upon date of execution through September 30, 2014; 100 percent offset by a grant agreement from CDPH funded by the USDA.

The total contract maximum obligation for ECOPI MAWO shall not exceed \$3,500,000 for the period effective upon date of execution through June 30, 2015, including the optional extension term effective July 1, 2015 through June 30, 2016, contingent upon the availability of funding and contractor performance; 100 percent offset by a grant award from First 5 LA.

There is no net County cost associated with these actions.

Funding for these MAWOs has been included in DPH's fiscal year (FY) 2014-15 Recommended Budget and will be included in future FYs, as necessary.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

On April 9, 2013, your Board authorized the execution of 17 Master Agreements for the provision of media services in one or more of the following categories: design and creating, mechanicals, social media, and outreach.

Additionally, your Board delegated authority to the Director of DPH, or his designee, to execute additional Master Agreements with other firms that submit a Statement of Qualifications which meets all of the requirements outlined in the initial Request for Statement of Qualifications released on October 12, 2012.

On April 14, 2014, your Board was notified that DPH was exercising the above-referenced delegated authority to execute eight additional Master Agreements for the provision of media services in one or more of the four categories.

CONTRACTING PROCESS

On April 9, 2013, your Board delegated authority to the Director of DPH, or his designee, to execute MAWOs under the Master Agreements with the following criteria for each MAWO: a) \$399,999 or less annually, DPH will notify your Board of the MAWO once approved by County Counsel; b) \$400,000 to \$699,999 annually, upon approval from County Counsel, DPH will provide two weeks advance written notice to your Board and, unless otherwise instructed, will execute the MAWO; and c) \$700,000 or more annually, DPH will return to your Board for approval.

On May 8, 2014, DPH issued a work order solicitation for the NEOP Program to 19 Master Agreement Contractors qualified to provide media services in the category of mechanicals. Work order bids are due June 17, 2014.

DPH estimates that it will issue a work order solicitation for ECOPI in mid July 2014 to approximately 10 Master Agreement Contractors qualified to provide media services in all of the following categories: design and creating, mechanicals, social media, and outreach. It is estimated that work order bids for this project will be due in mid-August 2014.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

Approval of the recommended actions will allow DPH to implement effective media campaigns promoting healthy eating and active living to families living in Los Angeles County.

Respectfully submitted,

A handwritten signature in blue ink that reads "Jonathan E. Fielding". The signature is written in a cursive, flowing style.

JONATHAN E. FIELDING, M.D., M.P.H.

Director and Health Officer

JEF:nms

BL#02916

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors